

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)	
)	
Stephen Dull et al.)	Group Art Unit: 3624
)	
Application No.: 10/804,720)	Examiner: Parker, Brandi P.
)	
Filed: March 19, 2004)	Confirmation No.: 7513
)	
For: BRAND VALUE MANAGEMENT)	
)	

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

AMENDMENT AND RESPONSE

In reply to the Final Office Action mailed February 3, 2010, the period for response being until May 3, 2010, and accompanied by a Request for Continuing Examination, please consider the following:

Amendments to the Claims are reflected in the listing of claims in this paper on page 2.

Remarks/Arguments follow the amendment sections of this paper on page 16.